

**WTVA
SIGNIFICANT TREATMENT
OF COMMUNITY ISSUES
JULY 1 – SEPTEMBER 30, 2005**

ISSUE: EDUCATION

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 7/9/05– 5:00– 5:30 P.M.

DR. RANDY MCCOY, SUPT. OF THE TUPELO PUBLIC SCHOOL DISTRICT WAS TODAY'S GUEST. HE TALKED ABOUT STRATEGIC PLANNING, WHICH IS DESIGNED TO SET GOALS, BUT MORE IMPORTANTLY GET INPUT FROM DIFFERENT SEGMENTS OF THE COMMUNITY. THE PLAN COVERS ALL ASPECTS OF WORKING WITH STUDENTS, TEACHERS AND THE COMMUNITY. THEY WANT TO EMPHASIZE HOW THE LESSONS TAUGHT CAN HAVE AN IMPACT ON THEIR LIVES IN SOCIETY.

ISSUE: SAFETY FOR SENIORS

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 7/16/05– 5:00 – 5:30 P.M.

AL BROWN AND JAY HARRIS OF THE AARP TALKED ABOUT DRIVING SAFETY CLASSES WHICH ARE TAUGHT BY AARP VOLUNTEERS TO THOSE 50 OR OLDER. THEY HAVE TAUGHT ABOUT 5,000 PEOPLE IN MISSISSIPPI AND THERE ARE POTENTIALLY 650,000 SENIOR CITIZENS WHO COULD TAKE THE CLASSES. IT ONLY COST \$10.00 AND THOSE 55 OR OLDER GET A DISCOUNT ON THEIR INSURANCE FOR TAKING THE CLASS.

ISSUE: SUDDEN INFANT DEATH SYNDROME

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 7/23/05 – 5:00 – 5:30 P.M.

LEE COUNTY CORONER CAROLYN GILLENLINE WHO ALSO SERVES ON THE BOARD OF THE LEE COUNTY SIDS COALITION SAID THE NUMBER OF DEATHS ARE UP IN MISSISSIPPI WHILE NATIONAL NUMBERS ARE DOWN. SHE SAID THAT NUMBERS ARE HIGHER AMONG AFRICAN AMERICANS AND HAPPENS MORE OFTEN IN COLDER MONTHS. SHE ADVISED NOT TO LET THE CHILD SLEEP IN BED WITH PARENTS, DON'T PUT PILLOWS OR TOO MANY BLANKETS IN THE CRIB, AND HAVE THE BABY STAY IN THE CRIB TO SLEEP.

ISSUE: HELP FOR TEENS

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 7/30/05 – 5:00 – 5:30 P.M.

STUDENTS AND TEACHERS FROM TUPELO PUBLIC SCHOOLS AND LEE COUNTY SCHOOLS TALKED ABOUT JUNIOR ACHIEVMENT, WHICH HELPS TEACH YOUNG PEOPLE ABOUT ECONOMICS AND FREE ENTERPRISE IN THE CLASSROOM. THE CLASSES HELP INTRODUCE YOUNG PEOPLE TO THE BUSINESS SIDE OF THINGS. VOLUNTEERS FROM DIFFERENT BUSINESSES SPEAK AND THE STUDENTS PARTICIPATE IN ACTIVITIES LIKE FAKE INVESTING.

ISSUE: HEALTH

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 8/6/05 – 5:00 – 5:30 P.M.

DR. MICHAEL O'DELL AND TINA FELKS FROM NORTH MISSISSIPPI MEDICAL CENTER TALKED ABOUT CONGESTIVE HEART FAILURE. THERE ARE SEVERAL STAGES OF CONGESTIVE HEART FAILURE. STAGE I IS SHORTNESS OF BREATH AND MAYBE OTHER MINOR SYMTOMS. STAGE II IS MORE DIFFICULTIES AND NEEDS MEDICAL ATTENTION. STAGE III GETS MORE SERIOUS AND STAGE IV BEING BEDRIDDEN. MISSISSIPPI HAS BIG PROBLEMS WITH THE DISEASE, POSSIBLY FROM LACK OF ADEQUATE HEALTH CARE AND ECONOMIC DIFFICULTIES.

ISSUE: ARTS

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 8/20/05 – 5:00 – 5:30 P.M.

TOM BOOTH, EXECUTIVE DIRECTOR AND TOMMY GREEN, BOARD PRESIDENT OF THE TUPELO COMMUNITY THEATRE TALKED ABOUT THEIR PLAN TO SELL SEASON TICKETS. THEY HAVE EDUCATIONAL EFFORTS AND THEY HELP WITH SCHOLARSHIPS FOR YOUNG PEOPLE. A BOARD OF DIRECTORS OPERATES THEM AND THEY TRY TO ENCOURAGE PEOPLE TO TRY OUT FOR CERTAIN PLAYS THAT ARE STAGED THROUGHOUT THE YEAR.

ISSUE: THERAPY

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 8/27/05 – 5:00 – 5:30 P.M.

TODAYS GUESTS TALKED ABOUT THERAPEUTIC EQUINE ACTIVITY MEMBER (TEAM). THERE ARE A FEW TEAM CENTERS IN MISSISSIPPI. ONE IS LOCATED IN STARKVILLE WHERE TRAINED AND CERTIFIED HORSE TRAINERS ALONG WITH OTHER VOLUNTEERS PLUS PHYSICAL THERAPIST SPECIALISTS ASSIST THE DISABLED PATIENT IN RIDING A HORSE. THE PROCEDURE REPORTEDLY HELPS THE PATIENT FEEL BETTER, AND IN SOME CASES HELP THEM RECOVER FROM INJURY OR STROKE.

ISSUE: REHABILITATION

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 9/10/05 – 5:00 – 5:30 P.M.

DR. BRIAN CONDIT TALKED ABOUT NATIONAL REHABILITATION AWARENESS WEEK. HE TALKED ABOUT THE IMPORTANCE OF PREVENTION, REMINDING PEOPLE TO NOT DRINK AND DRIVE AND TO WEAR SEAT BELTS. LOCALLY THEY HAVE 29 BEDS IN THE REHAB UNIT AND THEY STAY FULL MOST OF THE TIME. HE SAID REHABILITATION COULD COST UP TO A MILLION DOLLARS DEPENDING ON THE SITUATION. THEY TREAT PATIENTS 18 YEARS AND OLDER. THEY TRY TO ENCOURAGE THE PATIENTS TO WORK HARD THEMSELVES TO GET BETTER.